

[SATISFACTION PREDICTION MODEL FOR CONSUMERS]

Abstract of Disclosure

Methodologies for constructing a satisfaction prediction model for motor vehicle buyers. One method includes presenting a buyer satisfaction survey to a portion of a buyer base for one or more motor vehicles. For each buyer that completes the survey, the buyer's survey response data is joined with the buyer's purchase and warranty claim data to create an aggregate of buyer satisfaction for the portion of the buyer base that completed the survey. Next, a satisfaction prediction model is constructed based on the aggregate of buyer satisfaction. The method may be partially or wholly computer-implemented.

Figures